



Wisconsin Conservation Congress  
Outreach & Public Relations Committee  
Meeting Minutes

**WCC Meeting Minutes**

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<b>ORDER OF BUSINESS</b>	09/23/2017	9:00 am	Schmeeckle Reserve Visitor Center, Stevens Point, WI
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**I. ORGANIZATIONAL MATTERS**

**A. CALL TO ORDER**

Meeting called to order by	Bob Haase at 9:03 am
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**B. ROLL CALL**

ATTENDEES	Robt. Traczyk, Frank Pratt, Michael Britton, Joel Taylor, Ron Krueger, Pearl Holmstadt, Doug Burrows (Sec), Peter Hellios, Dale Maas, Lee Fahrney, Bob Haase (Chair), Geo. Ferriter, Trent Tonn, Kenneth Balestrieri, Vanessa Brotske,
EXCUSED	Krystal Westphal, Tara Rueth, Jim Dick - WI DNR Liason
UNEXCUSED	
GUESTS	Justin Loehrke - Technology Committee

**C. AGENDA APPROVAL/REPAIR**

DISCUSSION	Motion to approve as printed by Lee Fahrney, 2nd by Trent Tonn
ACTION	Motion Approved

**D. REVIEW COMMITTEE MISSION STATEMENT**

DISCUSSION	Statement Read and motion to approve by D Maas, 2nd by George Ferriter
ACTION	Motion Approved

**E. PUBLIC COMMENTS**

DISCUSSION	None
ACTION	

**II. INFORMATION & ACTION ITEMS**

**A. Priority Items for committee for 1 & 5 years**

Bob Haase

DISCUSSION	<p>Ideas offered from committee; Angler Education, Face Book, College Students, Snap chat, Instagram, Safety programs, Strengthen Alliances, Professional Funds, Twitter, Integrate with Youth, List of Organizations, Media Contacts, Online resources, Technology &amp; Outdoor Heritage Committees</p> <p>Dale M. - A lot of opportunities</p> <p>Ron K. - Who is doing our Face Book?</p> <p>Peter H. - Face Book presence is poor</p> <p>Bob T. - Does the DNR have a current organization list?</p> <p>Peter H. - More than just "hook &amp; bullet" groups</p> <p>George F. - A lot of groups and no "one size/approach fits all"</p> <p>Vanessa B. - A mass email to delegates as to who the groups are in their county?</p> <p>Lee F. - Tried this in the past with very poor results</p> <p>Dale M. - County Delegates responsible to get communication to groups</p> <p>Ron K. - Poor news paper coverage throughout the state</p> <p>Trent T. - Relevance of WCC and where to we stand on issues</p> <p>Ron K. - We need a presence at state meetings of organizations, i.e. DU, PF, Trappers, etc.</p> <p>Ken B. - WCC needs professional assistance in media communications. Do we have the budget to accomplish this?</p> <p>Bob H. - Who is in charge of communications?</p> <p>Joel T. - Position on issues in communications</p> <p>Ron K. - Who is going to decide on what issues?</p> <p>Frank P. - Youth, Technology and Heritage need to be priorities</p> <p>Lee F. A lot of concern on issues, specifically on-line voting</p>
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<b>ACTION</b>	Use and refer to list during meeting. Motion by Ron K. to authorize Bob H. to start getting a current organization list developed with DNR & WWF. Second by George F. Discussion, Motion Carried
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>
Bob Haase	On going

**B. Communication with legislators**

Bob Haase

<b>DISCUSSION</b>	Dale M. - We need a method and format to contact legislators. We are limited on what and how we do things with legislators. Frank P. - You can talk to legislators and state you are a member of WCC and or other groups but are speaking as a private citizen. They will listen with this approach.
<b>ACTION</b>	Motion by Ron K. to refer to the Legislation Committee. Second by George. Discussion, Motion Carried
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>
Bob Haase	Within 30 days

**C. When to communicate with WCC, public, etc.**

Bob Haase

<b>DISCUSSION</b>	Bob T. - Getting the word out is ongoing priority Joel T. - Sharing information and weekly get it out Dale M. - We run the risk of getting in the way of legislators and they don't like it Lee F. - WI Outdoor News is very good at supporting WCC and it's position when information is sent to them. Articles of local interest can be submitted and Lee would assist. Bob H. - We need to do more all of the time with media options and we need to get delegates involved locally to get the word out. Dale M. - We need guidelines in place before going public Bob H. - Asked Joel to identify how we really communicate with legislators and others on issues
<b>ACTION</b>	Ongoing for this committee
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>
Committee members	Done

**D. Discussion of communication methods - Internally of WCC**

Bob Haase

<b>DISCUSSION</b>	Bob H. - Is a delegate survey needed as to how they want to be contacted? Joel T. - Email is a necessity Lee F. - Majority of delegates have email, the question is whether they look at it? Dale M., Joel T., Frank P. - Communication between committees needs improvement
<b>ACTION</b>	
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>

**E. Discussion of communication methods - Externally**

Bob Haase

<b>DISCUSSION</b>	Fran P. - Information has to go back to the local level to get started Lee F. - Agree or disagree with political agendas, caution must be used with Face Book and other social media formats when posting comments. Ron K., Frank P., Pete H. - Always be careful and use caution with personal opinion on social media
<b>ACTION</b>	
<b>PERSON(S) RESPONSIBLE</b>	<b>DEADLINE</b>

**F. Planned Communications**

Bob Haase

DISCUSSION	Ken B. - The website could be more user friendly Dale M. - Perhaps a breakout session at the convention to educate delegates on the website and where to find items Bob H. - Tech & Outreach committees should be working closer together on all types of media communication Bob T. - Is the website the answer for us? Bob H. - A joint meeting between the Tech & Outreach Committees? Justin L. - sounds like a good idea for the future	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

**G. Conservation Chronicle**

Bob Haase

DISCUSSION	Should the Conservation Chronicle be published and or Online? Consensus of committee - Yes and Yes Editors? Bob T. - Who is the Editor? Lee? Lee F. - No, I am not. Joel T. - Kari? Bob T. - Article submissions to Kari Dale M. - We need more input from the delegates. Pearl H. - Would be willing to help assist with writing of articles. Lee F. - would also be willing to assist Pearl H. - How much latitude do we have with the chronicle? Group consensus is that it is a valuable tool in getting our message out. Should we send it to the legislators? Yes, even if they don't personally read it staff may.	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

**H. Promotion of better Spring Hearing Attendance**

Bob Haase

DISCUSSION	Fran P. - A strong agenda will bring people in Ron K. - Sandhill crane season didn't Bob T. - Face Book to draw people to the hearings? Ken B. - People attend that want to be involved Joel T. - There is a general lack of interest across the state Ron K. - They have long been issue driven meetings Trent T. - We need to look at how they are run and is it a welcoming format? Dale M. - Would it help to divide the Hearings between the Hook & Bullet and Environmental groups? Joel T. - Questions can be complicated as to the meaning of what is being asked. Yes means no, and No means yes? Lee F. - The questions need to be written clearer Pete H. - To much time spent on issues that aren't locally relevant Doug B. - Times are changing and it is harder to fill the seats whether at the Spring Hearings, conservation banquet or any other function	
ACTION		
PERSON(S) RESPONSIBLE		DEADLINE

**I. Use of Survey Monkey. Is it a communication tool?**

Bob Haase

DISCUSSION	Dale M. - Would it be used for internal or public use? Joel T. - Could be a useful tool for setting meetings Bob T. - Is there an issue we could try it with the delegates? Bob H. - Will try and set the next meeting using it	
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ACTION	
PERSON(S) RESPONSIBLE	DEADLINE

**J. Social Media - Website & Face Book**

Bob Haase

DISCUSSION	Bob H. - Please refer back to earlier conversation	
ACTION		
PERSON(S) RESPONSIBLE	DEADLINE	

**K. Social Media - Joint Meeting with Technology Committee**

Bob Haase

DISCUSSION	Justin L. - Tech Committee has not yet. A large and far reaching task. They have a charge from Larry to work on certain issues Frank P. - Youth involvement is key in getting things done in this area	
ACTION	By Committee Consensus a joint meeting should be held	
PERSON(S) RESPONSIBLE	DEADLINE	
Bob Haase & Justin Loehrke	When practical	

**L. Social Media - Online Voting**

Bob Haase

DISCUSSION	Bob H. - If it comes about we will need to address a new set of communication tools to work with it Bob H. - There is a committee that recently met addressing the subject. The committee is made-up of DNR staff, WCC delegates and NRB. Lee F. - Concern the Question was pulled at the State Meeting without notice Dale M. - Voiced the same thoughts as Lee regarding the pulling of the Question Ron K. - Has many concerns regarding the issue and what it would mean to the future of the WCC	
ACTION		
PERSON(S) RESPONSIBLE	DEADLINE	

**M. Tentative Date for next meeting**

Bob Haase

DISCUSSION	Doug B. - Possible use of Zoom for a meeting? Bob H. - Perhaps sometime in mid February Dale M. - Phone in attendance?	
ACTION	TBD	
PERSON(S) RESPONSIBLE	DEADLINE	
Bob Haase		

**III. MEMBERS MATTERS**

DISCUSSION	Bob T. - Concerns regarding hacking if Online voting becomes reality Dale M. - Dodge County is looking for mounts to be used at the Youth Expo. Are in need of Turkey, Musky, Wood Duck, Badger mounts. Contact Dale if you have or know of any. Trent T. - Thanks to everyone that did the YCC Survey. Enjoyed the meeting Lee F. - Correct phone number for delegate roster is 608-967-2208	
ACTION		

**IV. ADJOURNMENT**

<b>MEETING ADJOURNED</b>	<b>1:48 pm</b>
<b>SUBMITTED BY</b>	<b>Douglas Burrows</b>
<b>DATE</b>	<b>09/23/2017</b>